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Business Marketing Association Honors IMTS – The International Manufacturing Technology Show with Tower Award

McLean, VA . . .IMTS – The International Manufacturing Technology Show received the Business Marketing Association Gold Tower Award for its IMTS 2008 trade show marketing program. The Tower Award, bestowed by the BMA Chicago Chapter, recognizes excellence in strategy, creativity and results for business-to-business marketing programs.

The marketing approach for IMTS was a drastic departure from the standard trade show promotional tactic of highlighting photos of a crowded show floor. As the cornerstone of the program, the IMTS marketing team chose to show real IMTS attendees talking about how they use IMTS to make their businesses more successful. This end user success story component was deployed through print and electronic advertising, the IMTS website, public relations as well as throughout the exhibit halls.

“We are proud of the work our IMTS marketing team creates,” said Peter Eelman, Vice President of Exhibitions and Communications for IMTS. “Receiving an award of this stature is

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very exciting, and is really a reflection of the enthusiasm our team has for promoting what is one of the world's most important events in connecting global technology producers and consumers.”

Not only was the IMTS marketing approach a drastic departure from the standard, but so was the IMTS “team marketing” approach. “We successfully created a virtual team of very creative and talented professionals to support us in planning and implementing a fresh approach to marketing our event,” Eelman explained. “We were able to combine staff expertise with this group of dynamic partners to give us a truly unique program.”

More than 300 Tower Award entries from around the country were judged by chief marketing officers from companies including Kodak, FedEx, Emerson, Motorola and Dow Chemical, to name a few.

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IMTS – International Manufacturing Technology Show

The largest and longest running manufacturing technology trade show in the United States is held every other year at McCormick Place in Chicago, IL. IMTS 2010 will run September 13 – 18. IMTS is ranked among the largest trade shows in the world. Recognized as one of the world's preeminent stages for introducing and selling manufacturing equipment and technology, IMTS attracts over 92,000 visitors from every level of industry and over 106 countries. IMTS is owned and managed by AMT – The Association For Manufacturing Technology.

AMT – The Association For Manufacturing Technology

AMT - The Association For Manufacturing Technology (founded in 1902 as the National Machine Tool Builders' Association) supports and promotes the U.S. manufacturing technology industry. The association provides U.S. builders of manufacturing systems with the latest information on technical developments, trade and marketing opportunities, and economic issues. It also gathers and disseminates information about world markets, promotes its members' products in those markets, and acts as a representative on manufacturing technology matters to governments and trade organizations throughout the world.

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